

## ABSTRACT OF THE INVENTION

Apparatus that uses the burster method for positioning coupons from a continuous web at a predetermined time at a predetermined location for insertion is disclosed. Positioning rolls define a bight to receive the leading edge of a coupon and are driven by positioning drive assembly. A feed drive assembly advances coupons to the positioning rolls. Sensors actuate and deactivate the feed drive assembly in response to the presence of a container at a selected position and the presence of a coupon at another sensing position.